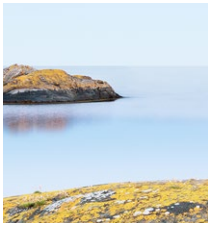
APRIL 2014
VOLVOCARS.CO.UK

VOLVO S80



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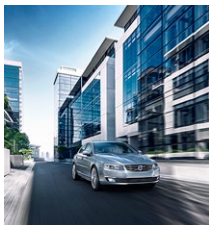

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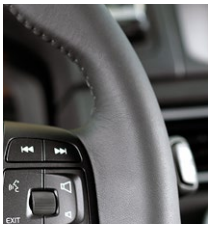

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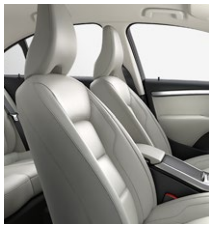

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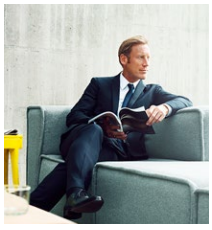

THE VOLVO EXPERIENCE
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COLOURS
COVER

WE'RE VOLVO. WE PUT PEOPLE FIRST.

"What can we do to make this person's life better, easier or more comfortable?"

We're Swedish. Scandinavian designers always start with the person who's going to use an object and ask, "What can we do to make this person's life better, easier or more comfortable?" We've always used this philosophy when we design our cars. So, while other car manufacturers might start with technology and try to squeeze people in around it, we begin by designing our cars around you. We ask what you need, and then use our technical skills to make your life easier, better, safer and more beautiful. Form follows function, and when you design a car inside and out with people in mind, it looks naturally beautiful. We think that looking at and interacting with our cars should make you feel great, every day.

Designing cars around people has led to many innovations over our 86-year history. The three-point safety belt in your current car? That was our invention from 1959. And we hope that one day, every car will have a device to protect people on the outside of the car, like the Pedestrian Airbag we premiered in 2012. We've solved a few environmental issues, too – in 1976, we developed the Lambda Sond – a sensor that monitors exhaust gas, reducing emissions and boosting performance as well as economy. It's still part of every petrol-engined car in the world.

Innovation is at the core of Volvo. Perhaps it's because of where we come from.

In Sweden, great
design is a way of life,
not a luxury.

For such a small country, we've produced more than our share of creative talent. That's because we know that to be truly creative, you've got to believe in yourself and do things the way you know they should be done, regardless of what others are doing.

Take our seats. In the early 1960s, we consulted with a team of orthopaedic surgeons at Chalmers University of Technology in Gothenburg. They wondered why a group of car designers wanted to see them. Nobody had thought to ask an orthopaedic surgeon's advice when designing a car seat before. But the ergonomic seat designs we developed as a result have made our cars world-famous for their outstanding long-distance comfort.

Like all Scandinavian craftsmen, we use only the best materials for the job, like the ultra-strong boron steel in our safety cages. We use natural, authentic materials inside our cars – not because they're fashionable this season, but because they make you feel good when you touch them and they're better for your health.

Creating a beautiful experience for you is natural for us. Because in Sweden, great design is a way of life, not a luxury.

YOU DON'T NEED TO SHOUT TO STAND OUT FROM THE CROWD.

"Its tastefully restrained Scandinavian design is complemented by advanced technology, exquisite materials and superior craftsmanship."

VOLVO

When you fly, you travel business class – so why settle for anything less when you drive? The Volvo S80 has always been our benchmark when it comes to luxury, comfort and interior space. Now, thanks to a raft of updates, our executive saloon is able to offer even more of what it does so well. Its tastefully restrained Scandinavian design is complemented by advanced technology, exquisite materials and superior craftsmanship. Every well-crafted detail of your new S80 will make you feel rewarded – no wonder this executive saloon has won awards around the world: from the Executive Car of the Year award in the UK to Technology Innovation Car of the Year in China.

Every day you delight in your S80's sumptuous ambience, you remind yourself that you've arrived.

FIND YOUR NEAREST DEALER AT
VOLVOCARS.CO.UK

And you thought true sophistication had gone out of style.

Our S80 is the embodiment of sophisticated elegance – from its aerodynamic nose through to the way its roofline swoops to the boot with graceful coupe-like proportions.

For our new S80, we've made the front and rear bumpers blend in with the car's shape even more satisfyingly, while the new, wide lower grille – punctuated on each side by day running lights – makes our svelte saloon look even wider and lower than ever, giving you an executive helping of road presence.

"The whole effect is one of sophisticated elegance", explains our Design Manager Örjan Sterner. "We've worked hard to put a wider proportion on the front grille and we've added more detail like matte silver touches all round to give the car an even more elegant feel. The new S80 benefits from crisper lines that make it look even more exclusive." Here's a car that will make you feel special every single day – and that's even before you climb onboard.

Volvo's classic rear "hockey stick" lights are a great example of Swedish design, in which form follows function. They're beautiful, but they're shaped that way to reflect the S80's strong shoulder line (an expression of its strength).

TO SEE MORE OF THE S80'S ELEGANT DESIGN FEATURES, GO TO **VOLVOCARS.CO.UK**

The S80's elegant cabin has always been an exceptionally pleasant place to be, offering club class luxury for passengers with the most refined tastes. Whether you're in the driver's seat or stretching your legs out to enjoy a little thinking time in the rear, you'll appreciate our all-new optional Ambient Light, which casts a warm white glow over your surroundings and gently picks out features like the front seat cupholders, as well as the seat controls and door releases. "The overall effect is very warm and cosy, like being in a warm Swedish house on a cool night", says Stefan Sällqvist, Product Manager.

SCANDINAVIAN
INTERIOR DESIGN.
ON FOUR WHEELS.

300 kilometres before lunch. And you feel as fresh as when you set off.

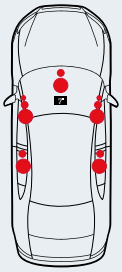
Our new S80 will get you places – and when you arrive, you'll emerge unruffled after a smooth, engaging ride. Cruising on motorways, stability is excellent and you're isolated from wind and road noise. Push it harder along smaller, twisty roads and you'll find a level of poise and composure unexpected from a large car.

With the S80, you get a choice of three chassis. There's our standard Comfort Chassis, which we've spent thousands of hours perfecting. It combines effortless agility and handling with the comfort you'd expect from a car of this class. Then there's our intelligent Four-C chassis, which processes enormous amounts of information. It performs 500 calculations per second to adapt to conditions in real time, resulting in a beautifully smooth, fluid drive. Finally, there's our Lowered Sport chassis which puts you a crucial 15mm closer to the ground and has been stiffened for even better cornering.

Adaptive Cruise Control (ACC) is another treat you should not be without. It takes the stress out of motorway driving, continuously monitoring the gap to the vehicles in front and automatically adjusting the car's speed if necessary.

It's all about how you drive – with the Four-C chassis, you get to choose between three different modes. Comfort and Sport are self-explanatory; Advanced really optimises your car's grip. And you can change between modes at any time at the push of a button.

READ MORE AT **VOLVOCARS.CO.UK**



FULL SONIC IMMERSION

At Volvo, we believe you should enjoy the very best audio experience. That's why we've designed our state-of-the-art Sensus Connect with Premium Sound by Harman Kardon®. Using 12 high-fidelity loudspeakers the amplifier is equipped with Dirac Live®, the next generation sound enhancement software. With an incredibly realistic stage sound as well as enhanced bass performance, this sound system provides an unparalleled aural experience for every passenger and connects easily with external media players.

READ MORE AT **VOLVOCARS.CO.UK**

Our beautifully designed, high-res colour display allows you to choose between three driving modes for your Adaptive Digital Display and centre screen – Elegance, Eco and Performance.

Volvo Sensus. You're in control, naturally.

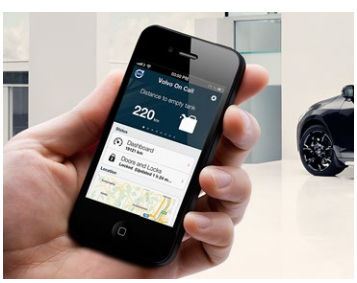
Since you'll spend most of your time in the driver's seat of your Volvo, we've designed a gorgeous space around you. All of your controls are as easy to use and intuitive as possible. We call this approach to connecting you and your car with the world around you – Sensus.

Our beautiful Adaptive Digital Display is the latest expression of this philosophy. Not only does it give you all the information you need without overwhelming you with data, it also gives you three background modes to choose from – Elegance, Eco, and Performance. Best of all, the display modes sync with the 7-inch centre screen in your dashboard. As you adjust your display theme, the colour scheme of your centre screen changes with it.

And there's more: with our Sensus Connect solutions, you can convert the 7-inch screen in your dashboard into an internet-connected infotainment hub, giving you access to TuneIn internet radio with 100,000 stations worldwide as well as a range of useful and fun web-apps. Add Sensus Navigation, and you get instant access to worldwide maps. As part of our MapCare program, free map updates are included to guarantee you the latest available and up to date navigation experience. And with 3D-navigation finding your destination will be easier than ever. The Sensus experience is at its best when you bundle Sensus Connect and Sensus Navigation with Volvo On Call.

Volvo On Call gives you 3G-connection with excellent reception by making use of your car's integrated rooftop antenna, which means you can create a Wi-Fi hotspot for all of your internet-connected devices. Volvo On Call also includes our innovative smartphone app that you can use to remotely control your car. Whether you're still inside your home on a cold morning, or at an airport on the other side of the planet, the Volvo On Call app will soon become your daily connection with your car: you'll use it to send an address to your navigation system, check your car's fuel level and location and much more.

But we wouldn't be true to our Swedish design values if we only created beautiful displays, screens and apps. True to our passion for sculpting physical objects, we've put the same amount of care into your Volvo's physical controls, such as our iconic floating centre stack with the



trademark 'manikin' climate control buttons. And after dark, our eye-catching illuminated gearshifter for automatic gearboxes adds a touch of atmosphere to your night drives.

OH YES. DID WE MENTION SAFETY?

"Cars are driven by people," they said, "so the guiding principle behind everything we make at Volvo is – and must remain – safety."

In 1927 our founders, Assar Gabrielsson and Gustaf Larson, decided to make really strong cars that could cope with our rough country roads. But strength alone wasn't enough. They also had a vision: "Cars are driven by people," they said, "so the guiding principle behind everything we make at Volvo is – and must remain – safety." Now our goal is that, by 2020, nobody shall be seriously injured or killed in a new Volvo. We think our founders would have approved.

In order to help us achieve this goal, and in keeping with our philosophy of making your life easier, your S80 has a whole suite of intuitive safety technologies inside it. They're there to support your daily driving, protecting you in the event of an accident and often preventing collisions in the first place. We call this IntelliSafe.

We know S80 owners love driving, but in a world of busier and busier roads, you are constantly exposed to other people's mistakes. That's why IntelliSafe offers some really smart technologies such as City Safety, Collision Warning with Full Auto Brake and Pedestrian Detection as well as Cyclist Detection.

And because you love driving, it's good to know that your S80 comes equipped with other IntelliSafe technologies like Electronic Stability Control (ESC). If there's a risk of your S80 losing stability, ESC applies just the right amount of brake force and reduces engine power as needed in order to prevent any skidding. You'll probably never notice a thing. But that's OK, we're just doing our job.

In town, City Safety is designed to prevent you from colliding with the car in front if it stops suddenly. This advanced IntelliSafe system works at speeds of up to 31 mph and senses if you're about to collide with another car, then, if necessary, applies the brakes.

Our Blind Spot Information System (BLIS) alerts you to vehicles closing up on you in your blind spot. As a car, lorry or motorbike approaches from behind, an amber warning lamp in the relevant door mirror lights up – and goes off again when you're clear to change lanes. You'll find this a particularly useful feature on busy motorways.

Because we care about other road users just as much as you, Pedestrian Detection with Full Auto Brake watches out for people walking into your path and applies the brakes if you're unable to react in time.

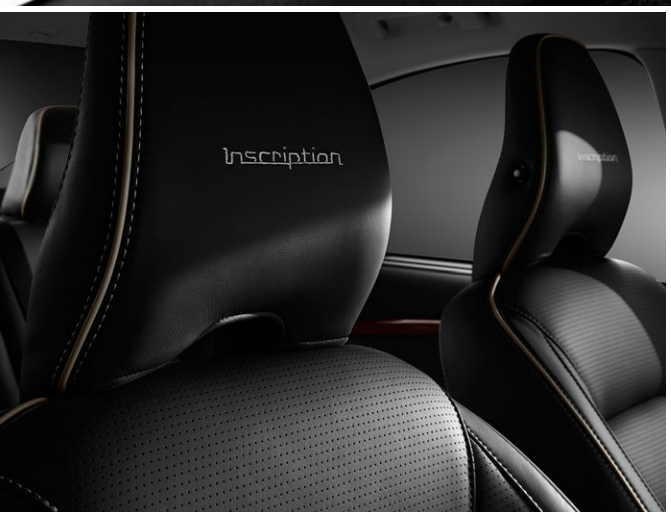
Drive-E is at the heart of every Volvo we make. It's our all-encompassing approach to sustainable driving, our innovative thinking behind a whole range of technologies that will give you more efficiency – and lower running costs – without compromising on a pleasurable drive.

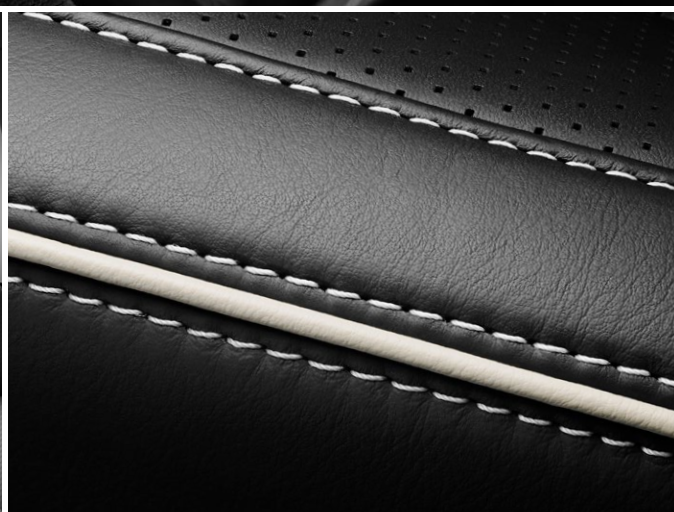
The latest expression of our Drive-E philosophy is our range of all-new low-consumption, low-emission Drive-E powertrains. Built to provide efficient power, they consist of all-new lightweight, low-friction engines and all-new gearboxes. For the S80, the 2.0-litre turbodiesel D4 with CO_2 emissions of just 102g/km* can be perfectly matched with an all-new, innovative automatic, eight-speed gearbox. Together, engine and gearbox form a drivetrain which delivers even better efficiency than before, as well as a great driving experience. In addition, our intelligent ECO+ function can help reduce fuel consumption.

As part of our Drive-E philosophy, we also employ Start/Stop technology and energy recovery systems. Drive-E also means recyclability and more sustainable manufacturing – for example, all of the electricity for our factory in Sweden comes from clean, hydroelectric power. All this makes Drive-E environmentally-aware mobility a central part of our philosophy.

* Fuel consumption and CO_2 emission data apply with manual gearbox and a limited selection of wheels and tyres.

WE THINK SUSTAINABLE
DRIVING IS EXCITING.
SO WILL YOU.


Inscription



BECOME YOUR OWN INTERIOR DESIGN CONSULTANT.

If you like the finer things in life, but prefer to make your own design choices, Inscription is an interior package as well as a palette of luxurious options that you can combine in your own way. You might choose our refreshing air-ventilated seats with semi-aniline soft leather upholstery. This type of leather has minimal surface treatment, making the seats feel softer and more natural. Even better, our Inscription leather-trimmed dashboard raises your S80's cabin ambience to a whole new level. And the expressive 19" Inscription Bor wheels are the perfect finishing touch to your creation, your new S80 executive saloon.

WHICH S80 ARE YOU?

Congratulations, you've chosen a Volvo S80. When you've picked your preferred engine all you need to do is select the trim level that's right for you. We've made it easy for you by providing three that we think you'll love. Whether you'd like all the trimmings or a sporty look both inside and out, we have the right one for you.

SE NAV

The SE Nav model delivers luxury with leather-faced upholstery, Sensus Connect with High Performance Sound, a DAB (Digital Audio Broadcasting) Radio, Sensus Navigation System and features such as automatic rain sensor, autodimming rear view mirror and Bluetooth®. On the outside, 17" alloy wheels, LED day running lights, retractable rear view mirrors, rear park assist and chrome window surround enhance the exterior style.

SE LUX

The SE Lux adds a power adjustable driver's seat and an active TFT crystal driver's information display whilst the exterior benefits from active bending xenon headlights with headlight cleaning system.

NAV

All Volvo S80 Nav models include Sensus Connect* with High Performance sound with voice activated control, a 7" colour display screen, DVD player, internet and music browsing and a Sensus Navigation system. As well as full European mapping, lifetime map updates are included.

* A separate mobile data plan is required to enable online connectivity.

Your S80 is your home away from home.

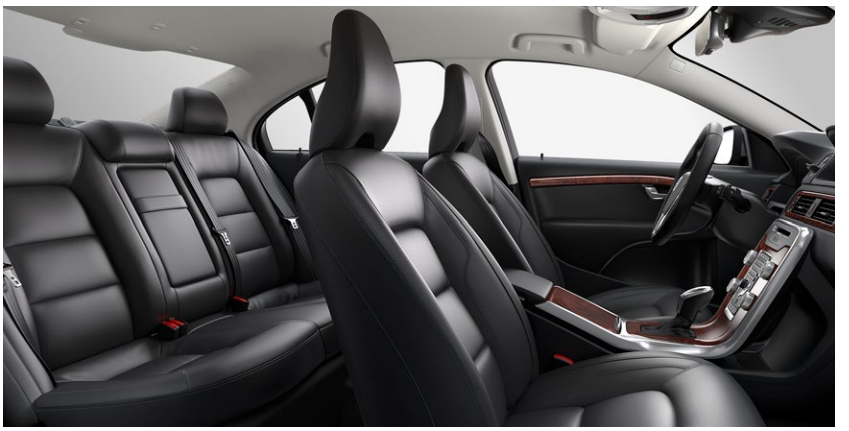
Give it your signature.

Of course, if you were simply interested in style but not substance, you wouldn't be choosing a Volvo. Our interior finishes are not only beautiful, all our interior materials are rigorously tested for allergy-inducing substances, health-impairing materials and harmful emissions. Added to this, the optional Clean Zone Interior Package filters pollutants and pollen out of the cabin.

Choose an S80 and you'll enjoy an elegantly designed cabin as standard. Run your fingers across the dashboard's silk metal accents or touch the fine cloth surfaces on the door pillars – you'll find a superior finish everywhere you look. And to give your interior a personal signature, we have a range of options for you that express the very best of Scandinavian style and craftsmanship.

Our latest ergonomically-designed Comfort seats are available in two leather finishes. If you live in a cold climate you may want to order our heated leather three-spoke steering wheel so you can gently warm your hands on cold mornings. Whether you like a technical, metal-finish look or a warm, wooden finish, there's a variety of eye-catching console veneers available. And finally, there's a new, easy-to-read Analogue Instrument Cluster or if you prefer, our innovative Adaptive Digital Display with three display modes.

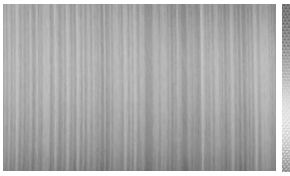
Overleaf you'll find a host of interior options that will help you personalise your new S80. If you want to see your choice in your car, try our car configurator at VOLVOCARS.CO.UK



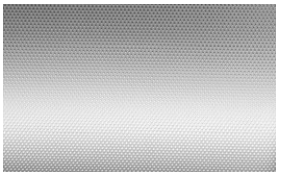
Leather, 2701
Off-Black interior with
Quartz headlining

Leather, 271T
Soft Beige interior with Soft Beige
headlining

Inscription Dark Walnut



Shimmer Graphite aluminium



Milled aluminium

Inscription Soft Leather, 2G01
Off-Black interior with
Quartz headlining

Inscription Soft Leather, 2G1T
Soft Beige interior with Off-Black
dashboard and Soft Beige
seats and headlining

A SELECTION OF OUR INTERIORS

SEE OUR COMPLETE INTERIOR RANGE AT
VOLVOCARS.CO.UK/BUILDYOUROWN

Inscription Bor, 8x19" Diamond Cut/Matte Iron Stone

Artio, 8x19"
Diamond Cut/Matte Tech Black

Balius, 8x18"
Silver

Fortuna, 8x18"
Glossy Black

Fortuna, 8x18"
Silver

Freja, 8x18"
Diamond Cut/Dark Grey

Freja, 8x18"
Diamond Cut/Light Light Grey

Magni, 8x18"
Silver

Makara, 8x18"
Silver

Modin, 8x18"
Diamond Cut/Matte Terra Bronze

Modin, 8x18"
Diamond Cut/Glossy Black

Modin, 8x18"
Diamond Cut/Matte Iron Stone

Pandora, 7x17"
Silver

Rex, 7x17"
Silver

MATCH YOUR S80 TO YOUR LIFE.

The most pleasurable part of buying a new Volvo is putting your personal stamp on it. You can do that by choosing accessories that reflect your own taste and that cater to your particular lifestyle.

Park Assist Camera, front blind view. There is nothing more challenging than trying to negotiate tight exits and junctions, which often have restricted visibility. We aim to make that easier for you with our Park Assist Camera, front blind view, which allows you to "see around corners" with a 180° field of vision to the left and right in front of you.

FIND MORE ACCESSORIES AT
VOLVOCARS.CO.UK/ACCESSORIES

START
STOP
ENGINE
harman kardon

MLB 060

VOLVO

Roof load carriers. These specially designed load carriers fit neatly and securely into your Volvo's prepared mounts. They' re easy to install and to combine with additional holders if required. And even though the focus here is on function, the load carriers are designed to blend harmoniously with your Volvo's styling.

Towbar-mounted bicycle holder for 1-2 bikes. Our compact new bicycle holder is very easy to use, holds two bicycles and can be mounted on your car's towbar in two easy steps. And when the holder is not being used, it's easy to store in your car or at home.

Convertible child seat (9–25 kg). This advanced, flexible rearward-facing child seat is suitable for children aged 9 months to six years. It's fitted using the car's safety belt and is easily adjusted to help optimise comfort and safety.

Front and rear illuminated instep plates. Enter your S80 in style. The Volvo logo embedded in the brushed aluminium footstep lights up together with the interior lighting to provide a sophisticated welcome.

Rear Seat Entertainment multimedia system with two 8-inch touch screens and two players. Rear seat passengers will enjoy their journey as never before with our new generation entertainment system, with LCD touch-screens served by dedicated DVD players. Inputs for USB sticks, SD cards and mp3-players as well as AUX inputs ensure you can connect any other external source. Wireless headphones and one remote control are included, too.

VOLVO CAR LIFESTYLE COLLECTION

SEE MORE LIFESTYLE ACCESSORIES AT **VOLVOCARS.CO.UK/COLLECTION**

THE MOST CAREFREE
WAY TO OWN A CAR.
EVER.

We love it when you're happy. When things are easier than you expect, or go faster and become better. Because when you buy a Volvo, you buy the easiest way to own a car. Financing, insurance, servicing, changing tyres – those aspects of having a car that you might not find very interesting are exactly the ones we love to make easier and better for you. That's why your Volvo dealer will always offer you a whole range of simplifying services and offers all designed around you, giving you the most carefree ownership experience possible.

And that's not all. We've also brought our Designed Around You philosophy to the way we service and repair your car. With every service we provide you Volvo Service Promise. Six commitments to you guaranteeing an unbeatable combination of quality, reassurance and expertise.

BUYING & OWNING
- Warranties
- Financing
- Leasing
- Insurance Plan
- Service Plan

VOLVO SERVICE PROMISE
- Volvo Service Promise
- Software updates
- Personal Service Contact
- Rental cars
- Tyre services

IF SOMETHING HAPPENS
- Volvo Assistance
- Repairs
- Volvo Glass Services
- Car Climate Services
- Volvo Accident Assistance

MY VOLVO
My Volvo is a personalised website designed to make everything about your car ownership as convenient and rewarding as possible. It gives you:
- A clear overview of your car ownership
- Personalised offers
- Relevant news and updates
- Direct access to your Volvo dealer
- Online service booking
- Useful information about driving and caring for your car
- Interesting articles and videos from the world of Volvo

CONNECTED SERVICE BOOKING
Forget about your car service. Your Volvo remembers it for you.

No other car makes it so simple for you. With Connected Service Booking, which is available with Sensus Connect, your Volvo reminds you when it needs servicing. When the time comes to drive to your workshop, your Volvo will even guide you there using sat nav – you don't have to do anything. And since your Volvo tells us what it needs, we can make sure that it gets exactly the right maintenance when it gets there. Of course, you can also manage your bookings yourself, if you prefer. You can either do this when you're in the car or online using your My Volvo – your personalised website designed to make everything about your car ownership as convenient and rewarding as possible.

FIND OUT MORE AT **VOLVOCARS.CO.UK**

614 Ice White

707 Inscription Crystal White Pearl
(Sparkling metallic, shifts from white to shimmering warm yellow-white effect depending on light and viewing angle)

467 Magic Blue metallic

019 Black Stone

N.B Some information may have been updated since this brochure was printed. Some of the equipment described or shown may now be available only at extra cost. Before ordering, please ask your Volvo dealer for the latest information. The manufacturer reserves the right to make changes at any time, without notice to prices, colour, materials, specifications and models.

711 Bright Silver metallic

477 Inscription Electric Silver metallic
(Sparkling metallic, shifts from silver to blue effect depending on light and viewing angle)

487 Inscription Ember Black metallic
(Sparkling metallic, shifts from black to brown effect depending on light and viewing angle)

492 Savile Grey metallic

FIND OUT MORE AT **VOLVOCARS.CO.UK**

Please note: It's not possible to reproduce exact original shades in printed matter or on screen. Please ask your dealer to show you samples.

Official fuel consumption for the Volvo S80 range in MPG (l/100km):
Urban 29.4 (9.6) – 65.7 (4.3), Extra Urban 50.4 (5.6) – 76.3 (3.7),
Combined 46.3 (6.1) – 70.6 (4.0). CO_2 Emissions 159 – 104g/km.
MPG figures are obtained from laboratory testing intended for
comparisons between vehicles and may not reflect real driving results.

VOLVO